

ON M⁺ - WKCD

M⁺ AT THE WEST KOWLOON CULTURAL DISTRICT WILL POSITION HONG KONG AT THE FOREFRONT OF ASIA'S RAPIDLY EVOLVING CONTEMPORARY ART SCENE WHEN IT OPENS IN TEN YEARS. THIS INNOVATIVE AND DYNAMIC MEGA ART SPACE WILL PRESENT A NEW AND EXCITING APPROACH TO EXHIBITING AND DEVELOPING VISUAL CULTURE FROM THE 20TH CENTURY AND BEYOND. ITS OPEN STRUCTURE, BOTH STRUCTURALLY AND CONCEPTUALLY, WILL SIMULTANEOUSLY FACILITATE AND ENCOURAGE CROSS-MEDIA ART, HAPPENINGS, AND EVENTS, AS WELL AS ALTERNATIVE ART EXPERIENCES, BRINGING FORWARD ARTISTS OF VARIOUS DISCIPLINES TO CREATE WORKS WITH INFINITE POSSIBILITIES. THE TRANSFORMABILITY OF M⁺ WILL ALSO SERVE AS A HIGHLY UNIQUE PLATFORM FOR FUTURE CURATORS WHO WILL BRING HONG KONG STIMULATING, MULTI-CULTURAL ART EXPERIENCES.

M⁺ WILL PERFORM A CRITICAL AND ESSENTIAL ROLE AS A CULTURAL LINK, NOURISHING AND DEVELOPING HONG KONG'S ART COMMUNITY AND THE GENERAL PUBLIC, ESPECIALLY OUR YOUNGER AUDIENCE. UNLIMITED BY THE 4 MAIN AREAS OF VISUAL CULTURE (DESIGN, POPULAR CULTURE, MOVING IMAGES AND VISUAL ART), M⁺ WILL ALSO HAVE FAR GREATER FLEXIBILITY TO EMBRACE NEW ARTISTIC FORMS THAN A TRADITIONAL MUSEUM, THIS WILL HELP SUSTAIN M⁺'S EDGE IN THE EVER-CHANGING CONTEMPORARY ART WORLD AFTER IT OPENS. THIS SIGNIFICANT QUALITY WILL DIFFERENTIATE M+ VS. OTHER ASIAN CONTEMPORARY ART INSTITUTIONS AND MUSEUMS.

FURTHERMORE, M⁺ WILL BUILD UPON HONG KONG'S EXTENSIVE ART AND CULTURAL DEVELOPMENT, BOTH PRIVATELY AND PUBLICLY, OVER THE PAST FEW YEARS. SEVERAL ART SCHOOLS AND CULTURAL SPACES HAVE RECENTLY OPENED AND MANY MORE ARE PLANNED, SUCH AS THE NEW SPACES IN SHEK KIP MEI AND THE OLD CENTRAL POLICE STATION. THESE NEW VENUES REFLECT THE HONG KONG PUBLIC'S GROWING AWARENESS OF AND INTEREST IN CONTEMPORARY ART AND CULTURE. M⁺ WILL REPRESENT AN ESSENTIAL AND TIMELY CONTINUATION OF THIS EVOLVING CULTURAL PROCESS.

I RECOMMEND THAT WE PROCEED URGENTLY ON THE INTERIM MEASURES FOR DEVELOPING M⁺ AS DETAILED IN THE "RECOMMENDATION REPORT- WKCD398" TO ENABLE THIS GROUNDBREAKING ART PROJECT BECOME A REALITY FOR HONG KONG.

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